

Substitute for form 1449/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>				Complete if Known	
				Application Number	10/748,759
				Filing Date	December 30, 2003
				First Named Inventor	SCHOLL, Nathaniel Blake
				Art Unit	3622
Examiner Name	RETTA, YEHDEGA				
Sheet	1	of	2	Attorney Docket Number	026014-002300US

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number Kind Code ² (if known)			
	1	US-2004/0088241 A1	05-08-2004	Rebane et al.	
	2	US-2005/0097024 A1	05-05-2005	Rainey	
	3	US-2005/0120311 A1	06-02-2005	Thrall	
	4	US-5,615,109 A	03-25-1997	Eder	
	5	US-7,346,839 B2	03-18-2008	Acharya et al.	
	6	US-7,363,264 B2	04-22-2008	Skinner	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Country Code ³	Number ⁴	Kind Code ⁵ (if known)		
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NON PATENT LITERATURE DOCUMENTS				
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.		
	7	CHARLWOOD, W., "AdWords bid price; Facts about AdSense.com – Publishers and Advertisers; Vickrey auctions and AdWords; Vickrey Second Price Auctions," located at < http://www.facstaboutadsense.com/vickrey.htm >, last accessed on February 24, 2009, 6 pages.		
	8	LEE, K., "Overture's Auto Bid Shifts the Gap," DMNews, Did-it.com, August 22, 2002, located at < http://www.dmnews.com/Overtures-Auto-Bid-Shifts-the-Gap/article/78443 >, last accessed on February 25, 2009, 5 pages.		
	9	SEDA, C., "Perfecting Paid Search Engine Listings-Search," Engine Watch (SEW) SearchEngineWatch.com, October 17, 2002, located at < http://www.searchenginewatch.com/2161001 >, last accessed on February 25, 2009, 7 pages.		

Examiner Signature		Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.

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	10	SHERMAN, C., "A Closer Look at Overture's Auto Bid System," October 28, 2002, located at < http://www.searchenginewatch.com/2161071/print >, last accessed on February 25, 2009, 3 pages.	<input type="checkbox"/>	
	11	SUBMIT EXPRESS, "Google reindexes/partners with Ask Jeeves, Overture's Auto Bidding Tool, Teoma Toolbar, FTC," Submit Express Newsletter #56, July 19, 2002, located at < http://www.submitexpress.com/newsletters/july_19_02.html >, last accessed on February 25, 2009, 9 pages.	<input type="checkbox"/>	

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